Plymouth 1620

THE STORY OF

JOHN ALDEN

THE JOHN ALDEN pattern is the most popular of the authentic Colonial designs of its type. Given the name of the romantic hero of Longfellow's immortal poem. "The Courtship of Myles Standish," JOHN ALDEN Sterling is a timeless pattern. Presented in its original form more than twenty-five years ago, by the Silversmiths of Watson Park, the pattern has been recently modernized to fit present day requirements. The fact that more and more brides have chosen this pattern each year is sufficient proof of its permanent desirability for your lifetime silver service. It forms a perfect complement for Colonial furnishings and decorations, yet unlike other and plainer Colonial patterns its graceful paneling gives it a distinction that has made it known as *smart* JOHN ALDEN. A complete selection of matching service plates, dishes, table appointments, decorative pieces, and occasional silver in this beautiful design are also available at moderate prices.

You will find JOHN ALDEN Sterling Silver in the homes of many of America's first families. It has been, and still is, the most preferred pattern today among hostesses of New England, where Colonial homes abound. In selecting JOHN ALDEN you will be sure of possessing a silver service that will not grow tiresome, will never be "out of date", and will always be correct and smart, whatever your dining room motif may be. You may have your JOHN ALDEN Sterling initialed, monogrammed or crested to order.

TRADE STERLING MARK

JOHN ALDEN

Is Presented In

by

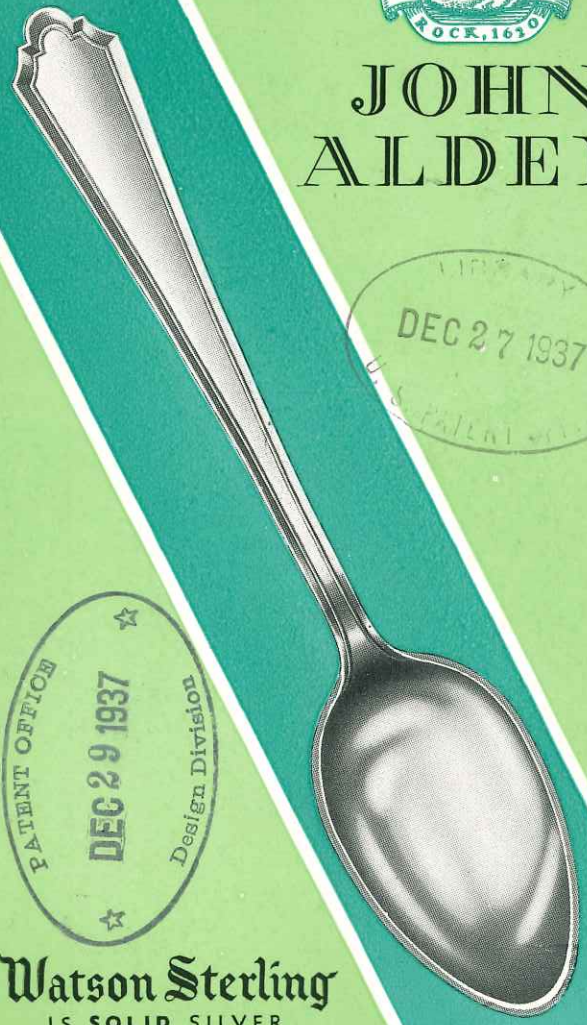
RETURN TO
DESIGN DIV.

4-13-37

Design div.

PLYMOUTH ROCK, 1620

JOHN ALDEN



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Design Division

Watson Sterling
IS SOLID SILVER

JOHN ALDEN
TABLE SILVER

ALL prices quoted for Dozens, Single, four, six or eight pieces proportionately priced.

SPOONS

DESCRIPTION

Tea, 5 o'clock . . . . . .
Regular . . . . . .
Medium . . . . . .
Heavy . . . . . .
Dessert Spoons, Medium . . . . . .
Heavy . . . . . .
Table Spoons, Medium . . . . . .
Heavy . . . . . .
Soup . . . . . .
Cream Soup . . . . . .
Bouillon . . . . . .
Coffee . . . . . .
Iced Tea . . . . . .
Individual Salt . . . . . .
Orange . . . . . .

FORKS

Dessert, Medium . . . . . .
Heavy . . . . . .
Dinner, Medium . . . . . .
Heavy . . . . . .
Fish Fork, Individual . . . . . .
Ice Cream . . . . . .
Oyster . . . . . .
Individual Salad, small . . . . . .
Individual Salad, large . . . . . .

KNIVES

Dessert, Stainless . . . . . .
Dinner, Stainless . . . . . .
Breakfast, Stainless . . . . . .
Fruit, Stainless . . . . . .
Luncheon, Stainless . . . . . .
Salad, Stainless . . . . . .
Butter Spreaders . . . . . .

Prices Subject to Change Without Notice

JOHN ALDEN

TABLE APPOINTMENTS—ENTERTAINMENT SILVER

GIFT PIECES

Prices Furnished on Request

JOHN ALDEN HOLLOWWARE IS MODERATELY PRICED

JOHN ALDEN HOLLOWWARE

5-Piece Tea Set
Water Kettle
Waiter
Water Pitcher
Meat Platter
Entree Dish
3-Piece Coffee Set
Coffee Set Tray
Dinner Plates
Bread and Butter Plates
Bread Tray
Gravy Boat and Tray
Compotier
Salt and Pepper
Bouillons

John Alden After-dinner Coffee Set

JOHN ALDEN
TABLE SILVER

SINGLE SERVING PIECES

DESCRIPTION

Berry Spoon . . . . . .
Large . . . . . .
Bon Bon Spoon . . . . . .
Bon Bon Tongs . . . . . .
Butter Knife . . . . . .
Butter Pick . . . . . .
Cake Server, H. H . . . . . .
Cheese Server, H. H . . . . . .
Cold Meat Fork . . . . . .
Medium . . . . . .
Large . . . . . .
Cream Ladle . . . . . .
Large . . . . . .
Cucumber Server . . . . . .
Fish Knife . . . . . .
Fish Fork . . . . . .
Egg Server, H. H . . . . . .
Game Shears . . . . . .
Gravy Ladle . . . . . .
Ice Tongs . . . . . .
Ice Cube Tongs . . . . . .
Jelly Server . . . . . .
Lemon Fork . . . . . .
Olive Spoon . . . . . .
Olive Fork . . . . . .
Pickle Fork . . . . . .
Pie Server, H. H. . . . . .
Salad Fork . . . . . .
Large . . . . . .
Salad Spoon . . . . . .
Large . . . . . .
Serving Fork . . . . . .
Serving Spoon . . . . . .
Sugar Spoon . . . . . .
Sugar Tongs . . . . . .
Large . . . . . .
Tomato Server . . . . . .

SERVING SETS

Salad, Olivewood Fork and Spoon . . . . . .
Carving, 3-piece, Stainless . . . . . .
Game, 2-piece, Stainless . . . . . .
Steak, 2-piece, Stainless . . . . . .
Tunife Carving, 3-piece, Stainless . . . . . .
Baby, 2-piece Spoon and Fork . . . . . .
Baby, 3-piece Knife, Fork and Spoon . . . . . .
Child's, 3-piece Knife, Fork and Spoon . . . . .

Lightweights not carried as regular stock. Can be furnished. Prices sent on request

Prices Subject to Change Without Notice

RETAIL PRICE LIST

Prices effective Jan. 1, 1937

THE WATSON COMPANY

Attleboro, Mass.

John Alden

TABLE SILVER

SPOONS

Description	Retail Prices SIX	EIGHT	TWELVE
Tea, 5 o'clock	$8.00	$10.67	$16.00
Regular	8.50	11.34	17.00
Medium	10.00	13.34	20.00
Heavy	12.00	16.00	24.00
Bouillon	12.50	16.67	25.00
Coffee	7.00	9.34	14.00
Cream Soup	17.50	23.34	35.00
Dessert, Medium or Cereal	19.50	26.00	39.00
Heavy or Cereal	21.50	28.67	43.00
Iced Tea	16.00	21.34	32.00
Orange or Grape Fruit	15.50	20.67	31.00
Salt, Individual	6.00	8.00	12.00
Soup	21.50	28.67	43.00

FORKS

Description	Retail Prices SIX	EIGHT	TWELVE
Dessert, Medium or Luncheon	$19.50	$26.00	$39.00
Heavy or Luncheon	22.50	30.00	45.00
Dinner, Medium	25.00	33.34	50.00
Heavy	27.50	36.67	55.00
Fish Forks, Individual	17.50	23.34	35.00
Ice Cream	15.50	20.67	31.00
Oyster	12.00	16.00	24.00
Salad, Individual, small	15.50	20.67	31.00
Large	17.50	23.34	35.00

KNIVES

Description	Retail Prices SIX	EIGHT	TWELVE
Dessert, Stainless	$19.50	$26.00	$39.00
Dinner, Stainless	22.50	30.00	45.00
Breakfast, Stainless	20.50	27.35	41.00
Fruit, Stainless	19.50	26.00	39.00
Luncheon, Stainless, Long Handle, Short Blade	20.50	27.34	41.00
Salad, Stainless	20.50	27.34	41.00
Butter Spreaders	13.50	18.00	27.00

SINGLE SERVING PIECES

Description	Retail Price, Each
Berry Spoon	$9.00
Bon Bon Spoon	3.00
Bon Bon Tongs	3.00
Butter Knife	4.50
Butter Pick, 2 tine	2.75
Cake Server, H. H.	4.50
Cheese Server, H. H.	3.00
Cold Meat Fork	5.00
Medium	6.50
Large	10.00
Cream Ladle	3.50
Large	3.75
Cucumber Server	6.00
Fish Knife, Serving	13.00
Fish Fork, Serving	12.00
Game Shears pair	13.50
Gravy Ladle	6.50
Ice Tongs	10.00
Ice Cube Tongs	6.50
Jelly Server	3.50
Lemon Fork	2.00
Olive Fork	2.75
Olive Spoon	2.75
Pickle Fork	2.75
Pie Server, H. H.	5.00
Salad Fork	6.50
Salad Fork, large	10.00
Salad Spoon	6.50
Salad Spoon, large	10.00
Serving Fork	5.50
Serving Spoon	5.50
Sugar Spoon	3.25
Sugar Tongs	3.50
Large	3.75
Table Spoons Medium, each, $5.00; Heavy	5.75
Tomato Server	7.25

SERVING SETS

Description	Per Set
Carving, 3-piece, Stainless	$33 00
Game, 2-piece, Stainless	22.00
Salad, Olivewood Fork and Spoon	6.50
Steak, 2-piece, Stainless (Special)	5.00
Tunife, Carving, 3-piece Stainless	16.50
Baby—2-piece, Fork and Spoon	3.50
Baby—3-piece, Knife, Fork and Spoon	6.50
Child's—3-piece, Knife, Fork, and Spoon	9.00

Prices Subject to Change Without Notice